

Message Text

UNCLASSIFIED

PAGE 01 MONTRE 00367 281829Z

44

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R 281604Z FEB 75
FM AMCONSUL MONTREAL
TO SECSTATE WASHDC 6018
INFO AMEMBASSY OTTAWA

UNCLAS MONTREAL 0367

E. O. 11652: N/A

TAGS: BEXP, BTRA, CA

SUBJ: COMMERCIAL PROGRAM: FOREIGN BUYER GROUPS

REF: A) STATE 038624 OF FEB 21, 1975; B) STATE A-517 OF
JANUARY 29, 1975

1. WE FEEL IT WOULD BE UNPRODUCTIVE FOR US TO ATTEMPT TO ORGANIZE VISITS TO FY 1976 TRADE SHOWS IN VIEW OF MONTREAL'S PROXIMITY AND THE FREQUENT VISITS OF CANADIAN BUSINESSMEN TO THE U.S. IN ADDITION, THE LIMITED RESOURCES OF THIS POST MAKE IT INFEASIBLE TO INAUGURATE A SPECIFIC PROGRAM OF PROMOTING CANADIAN ATTENDANCE AT THESE SHOWS.

2. HOWEVER, US EXHIBITOR INFORMATION AND PROMOTION BROCHURES MENTIONED IN REF B WOULD BE MOST USEFUL FOR DISPLAY AND DISTRIBUTION PURPOSES IN OUR COMMERCIAL LIBRARY, AND FOR ENCLOSURE WITH SELECTED OUTGOING COMMERCIAL CORRESPONDENCE WITH CANADIAN BUSINESSES AND TRADE ASSOCIATIONS. WE SUGGEST 25 EACH, OF THE PROMOTION BROCHURES AND US EXHIBITOR LISTS FOR ALL SHOWS EXCEPT THE INTERNATIONAL PETROLEUM EXPOSITION. FIVE, EACH, SHOULD BE IN FRENCH, IF AVAILABLE.
HARPER

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Message Attributes

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